



LIMA for carriers

Hamburg • Manila • Miami • Singapore

Commercial (LINE)

Take control of your liner business



LINE allows you to manage your liner business across your network of offices. It provides complete visibility and management of product tariffs, contribution margins, quotations, agreements, bookings, documentation and revenue collection. You take control of your agents as they perform the day-to-day transactions required to deliver a quality service to your customers.

Agency management

Maximise your income with LINE's yield management analysis tool. The system enables your agents to forecast port call results through bookings and bills of lading web feeds directly into the LINE database. LINE calculates the projected port call cost and voyage pre-calculations enabling you to optimise your cargo mix and your revenue. LINE will reconcile all rates and service contracts and will automatically audit any stored bills of lading. In addition, LINE will invite your customers to visit your 24/7 web facility to track their cargo, receive status notifications, download schedules, place bookings, retrieve rates and download associated bills of lading.

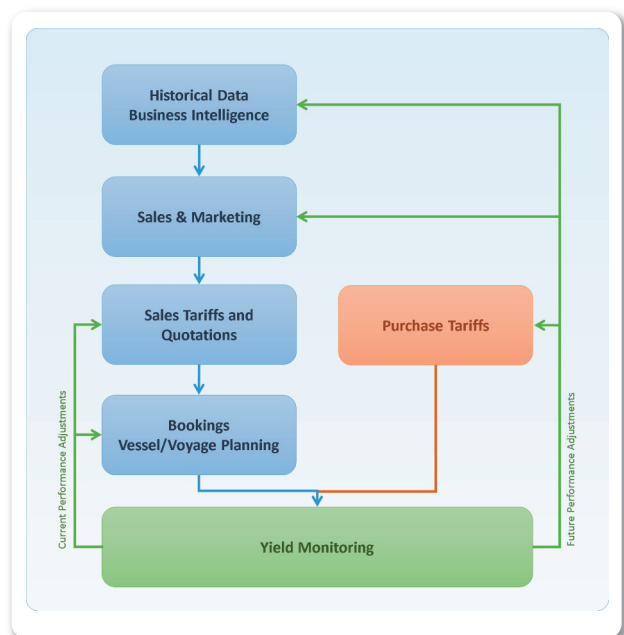
Tariffs, quotations and agreements

This important function allows tariffs and service contracts to be managed effectively. The software is highly flexible and caters for the specific criteria required by feeder, container, ro-ro and break-bulk operators. Standard and conditional surcharges are also easily managed by LINE along with special quotations and service agreements for defined time-periods.

Bookings

Bookings are received into LINE through the web portal, directly through an EDI feed or manually entered by the agent. The correct rates and costs are automatically applied to highlight the contribution for each booking. Resources such as space and

equipment are automatically allocated at the time of booking to ensure there is no shortfall and that vessel and equipment utilisation is optimised. Special cargo requests – such as dangerous goods, reefer, and out-of-gauge cargo – are easily handled and trigger automated alerts and notifications to the relevant parties.



Yield Management - the practice with Softship

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Documents

Once the booking has been confirmed, LINE automatically populates the bill of lading which is then presented for approval with all other relevant documents such as manifests, loading lists and commission statements. You retain complete control over the freight and associated charges as well as how and where payments are made.

Invoices

LINE facilitates automatic invoicing either through your agents or direct to your clients. The software ensures that each of your agents has updated invoicing information ensuring timely billing and credit control. No freight or associated charges are left unbilled. Invoicing preferences and credit terms for each of your clients are retained, applied and checked by the system.

Business intelligence

All performance, volume and revenue data is collected and consolidated in LINE's data warehouse. This enables comprehensive management reporting and the ability to easily import data into Softship's business intelligence tool, SIBIA. Real time analysis of actual performance against budgets and targets is easily achieved.

Revenues												
Agency:	SMA SINGAPORE (SIN) [Recalculate]											
Quot. no.:	INTAS000040		Quot. name:									
Ship.type:	FCL/FCL (FF)		Ship. cond.:	CY/CY								
Item:	1		Service:	INTRA ASIA SERVICE (INTAS)								
Vessel:	Singapore (SGSIN)		Voyage:									
Plot:			PoD:	Hong Kong (HKG)								
			PloD:									
Customer			Matchcode	Payable								
SGA13474			DANZ	prepaid (P)								
DANZAS AEI SINGAPORE LTD.												
Charge	Per	Basis	Unit	Rate	Min/Max	Curr.	Amount	RoE	Amount/USD	VAT	VAT/USD	
NTFR	20'	2.000		180.00		USD	360.00	1.000000	360.00		.00	
LDOC	LUMP	1.000		20.00		USD	20.00	1.000000	20.00		.00	
EBS	%	3.000		360.00		USD	10.80	1.000000	10.80		.00	
LTHC	20'	2.000		100.00		USD	200.00	1.000000	200.00		.00	
DTHC	20'	2.000		100.00		USD	200.00	1.000000	200.00		.00	
Total:									790.80	USD		
Total VAT:									.00	USD		
Grand total:									790.80	USD		
Estimated costs												
Item	Charge	Per	Basis	Unit	Rate	Min/Max	Currency	Amount	RoE	Amount/USD	VAT	VAT/USD
LOGC	20'	2.000		20.00		USD	40.00	1.000000	40.00		.00	
THC	20'	2.000		75.00		SGD	150.00	.7125	106.87		.00	
SPEH	20'	2.000		100.00		HKD	200.00	.1283	25.67		.00	
THC	20'	2.000		325.00		HKD	650.00	.1283	83.41		.00	
FDR	20'	2.000		100.00		USD	200.00	1.000000	200.00		.00	
Total:									455.95			
Total VAT:									.00			
Grand total:									455.95			
Contribution:							334.85 USD					

LINE calculates your contribution margin

Business Benefits

- Complete control and visibility of your business
- Up-to-date information on quotations and bookings from all your agents
- Optimisation of cargo mix
- Efficient customer services
- Efficient allocation of space and equipment
- Yield management
- Flexible management reporting
- Inbuilt business intelligence

Key Features

- Streamlined handling of quotations, bookings, bills of lading and invoices by your agents
- EDI integration with customs, port authorities, portals and partners.
- Interface to accounting and other packages
- Integration with web portal allowing comprehensive web services for customers.
- Fully customisable
- Automated customer alerts and notifications

Softship Germany
T +49 (0) 40 89 06 8-0
E team_ham@softship.com

Softship Singapore
T +65 6 227 24 97
E team_sin@softship.com

Softship USA
T +1 954 606 5672
E team_mia@softship.com

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www.softship.com